- Participation in Trade Fairs and Exhibitions.
- Optimize Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Development of Kali Temple Complex in Kolkata

772. SHRI SHANKAR ROY CHOWDHURY: Will the Minister of TOURISM be pleased to state:

(a) whether Government plan to develop the Kali Temple Complex in Kolkata into a centre for religious tourism;

(b) if so, the details thereof with particular reference to financial assistance to the project; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) The Department of Tourism, Government of India, has formulated schemes for Integrated Development of Tourist Centre, Product/Infrastructure & Destination development and Assistance of Large Revenue Generating Projects for development of tourism infrastructure in the country including the State of West Bengal.

(b) A project for development of Dakshineswar Kali Temple Complex, Kolkata, has been sanctioned with Central financial assistance of Rs. 132.24 lakhs during the year 2003-04.

(c) Does not arise.